

Guidelines for Staff and Volunteer Leadership Use of Social Media

Social networking through the use of Internet-based and other electronic social media tools is integrated into everyday life. This document is intended to provide AIC staff and volunteer leadership with guidelines to eliminate any confusion concerning the use of social media on behalf of AIC/FAIC.

Why Guidelines

Contributing to the online conversations about cultural property, its preservation, conservation, and care means being present where and when they are taking place. As technology tools enable an easy exchange with other professionals, governmental representatives, clients, and the public, we encourage you to share the insights and expertise gained through your work and with AIC/FAIC. If you choose to participate, please follow the following advice and guidelines.

Keep in mind the following:

- Use your best judgement to maintain a good reputation - yours and AIC's. Respect others; be fair and courteous.
- Recognize that everything you write or receive on a social media site is public. Even when you are talking as an individual, people may perceive you to be talking on behalf of AIC. Understand and use privacy settings on the various platforms, as appropriate.
- Be mindful that what you publish is instantaneous and will be public for a long time - protect your privacy and take care to understand a site's terms of service.
- Be sensitive about linking to content. Redirecting to another site may imply an endorsement of its content.
- Respect the law, including those laws governing defamation, discrimination, harassment, copyright and fair use. Give credit where credit is due. Ensure you have permission to use images, or use images licensed through Creative Commons.
- Be aware of guidelines for using the AIC logo.

AIC-branded Platforms

With 10 Specialty Groups and 2 Networks, AIC is a vibrant organization. While it is tempting to create special Facebook pages, Twitter profiles, Flickr accounts, or blogs to highlight special projects, it is also important that AIC's sites and accounts reflect the diversity of its members activities within the organization. Contact your staff liaison to obtain access or provide content for the existing Facebook, Flickr or Twitter accounts. The e-editor can provide access to the blog.

Stick to What You Know

Be accurate. If you make a mistake, admit it quickly. Most of the time you can move on, but if not, be sure to contact the AIC/FAIC office so that they can work with you to find a solution to the issue.